MSC Chain of Custody programme

Camiel Derichs, Deputy Director Europe

Sintef Seminar,
Copenhagen, January 20th 2011

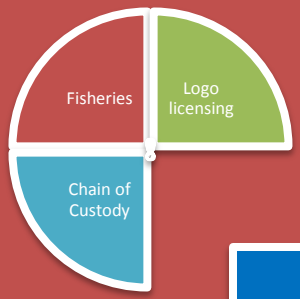
Agenda

- MSC Update and Results
- MSC Chain of Custody
- MSC Product Trace-back
- Logo Use control
- What’s next?

MSC created with a mission

"Contribute to reversing the decline in global fish stocks, conservation of marine ecosystems and <u>all</u> that depend on it".

.....by adding value to sustainable seafood



Policy Development

Accreditation
- ASI
- Systems and Process
- CB

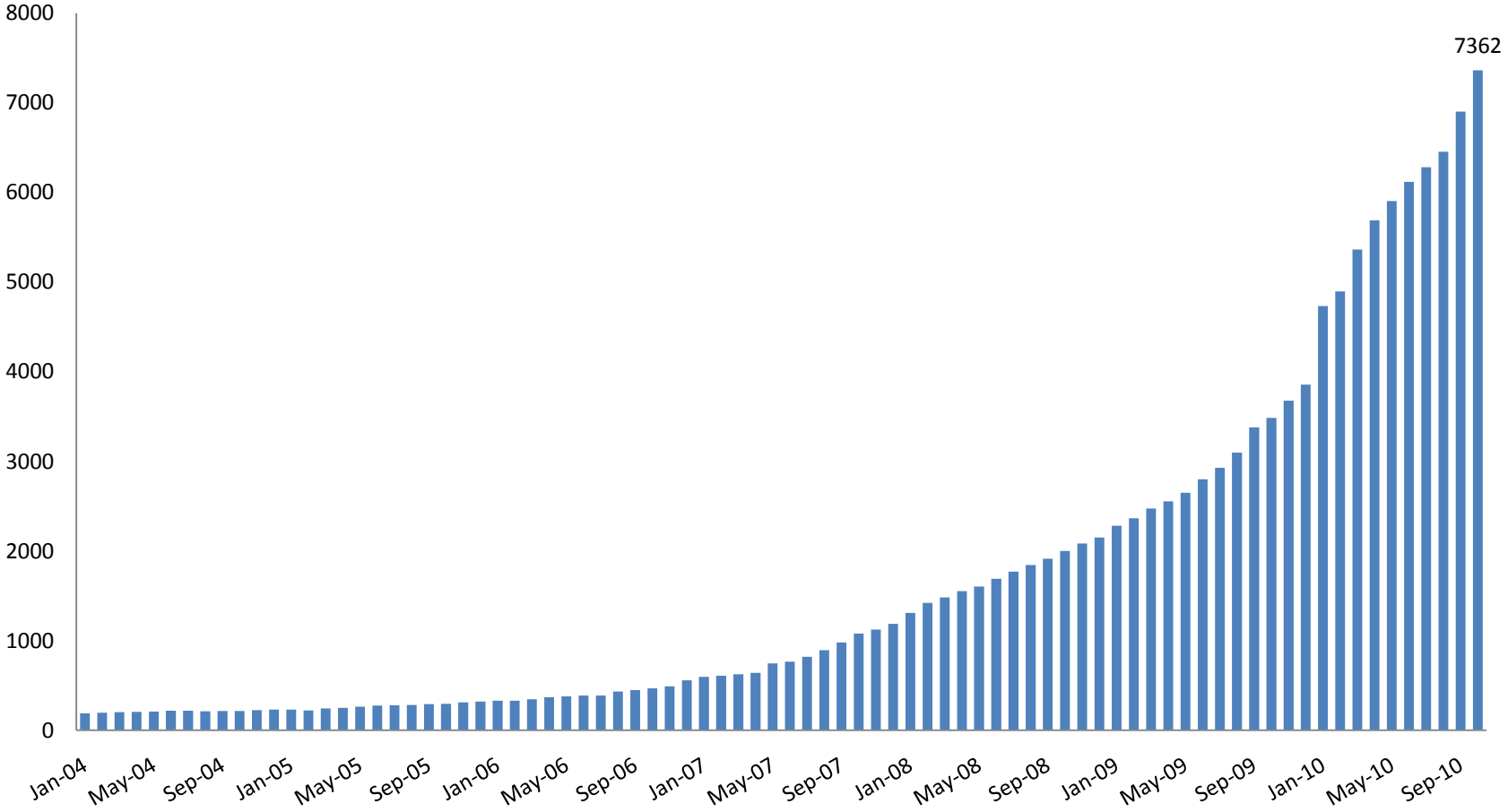
Fishery Assessment
- Application
- Client fishery
- Certification Fishery

Chain of Custody
- Application
- Client processor
- Certification of a supply chain

Logo Licensing
- Application
- Logo use

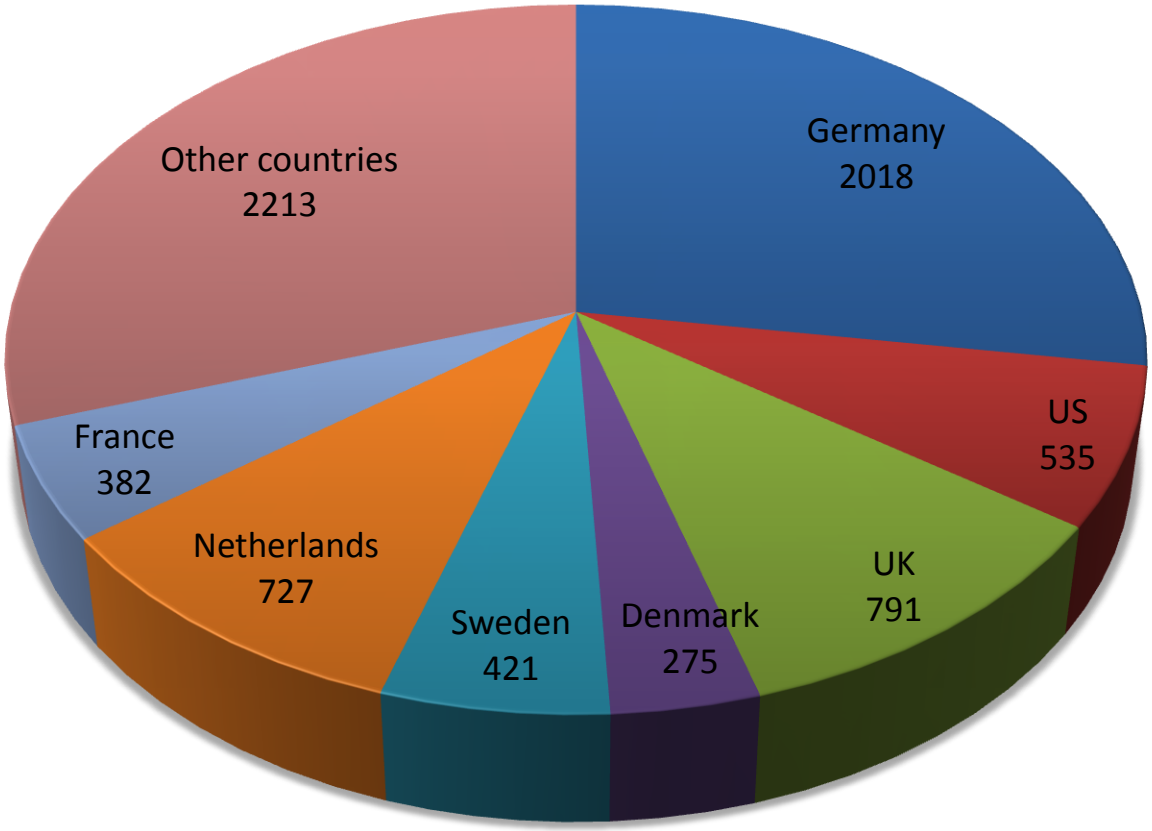
Technical Oversight

Number of MSC labelled products since 2004



Number of MSC labeled products

at 31st October 2010



Global total: **7,362 approx**

MSC market is growing

- Global MSC market today > 1.5 Billion US$
- Grown consistently for 5 years.
- Strong growth observed in running year 10/11
- Anticipate strong growth for next 5 years.

•WHY?

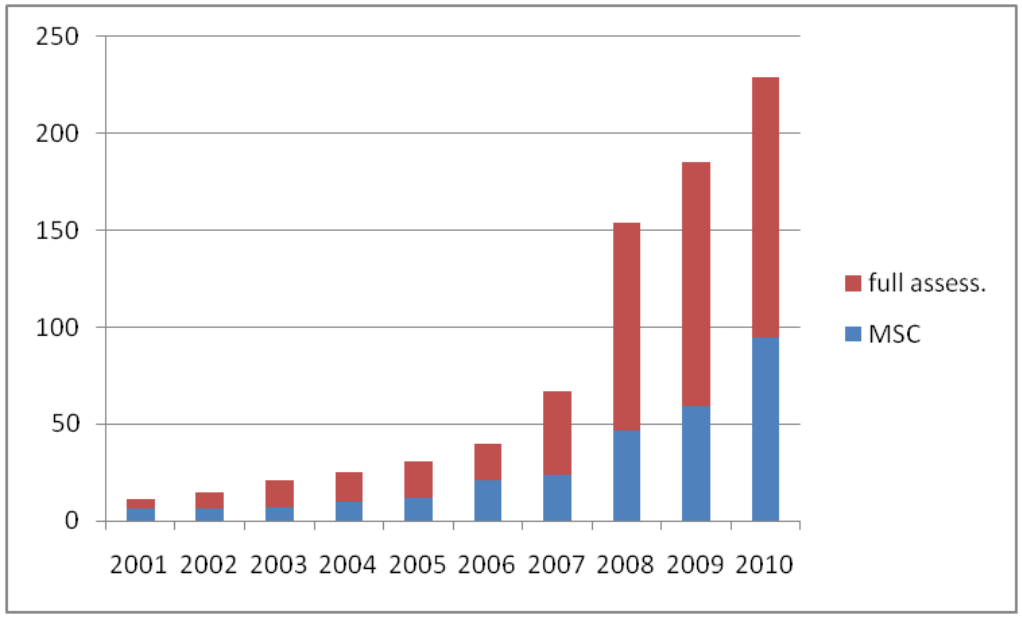
- Many fisheries/products in pipeline
- New markets developing: Spain, France, Japan
- MSC more capacity
- Marketing & Communication

Top 12 markets – April 2009 / March 2010

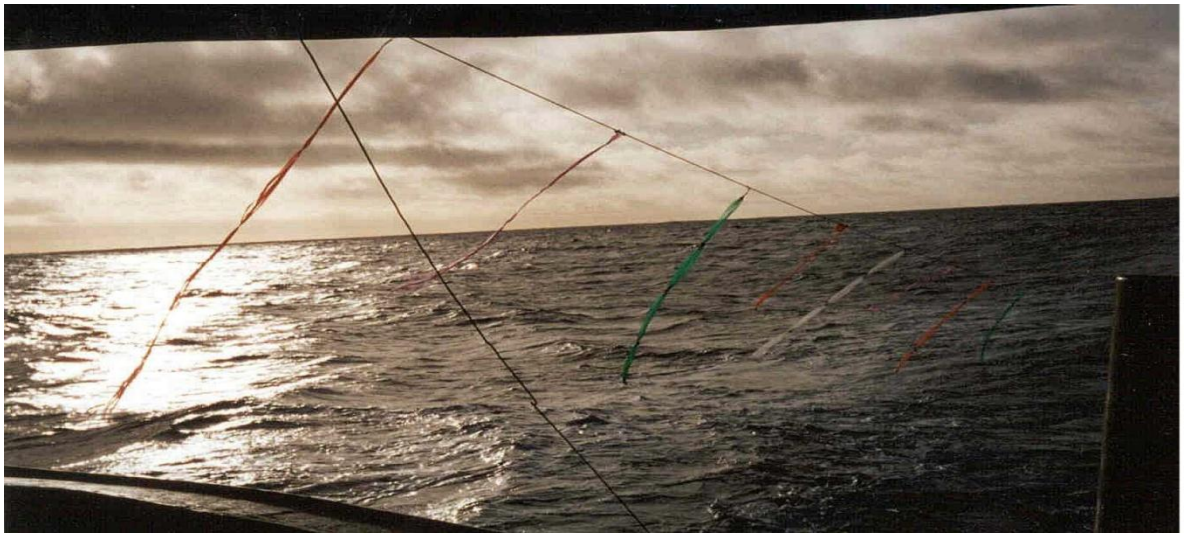
Germany	$445,970,000
United Kingdom	$199,640,000
United States	$154,560,000
Sweden	$77,280,000
Netherlands	$59,570,000
France	$45,080,000
Switzerland	$37,030,000
Japan	$28,980,000
Austria	$27,370,000
Canada	$25,760,000
Australia	$24,150,000
Denmark	$20,930,000

Demand stimulates fisheries to get certified

- 102 certified fisheries,
- 130 fisheries in Full Assessment
- > 100 species,
- Fisheries of many sizes, locations, gears.
- ~ 8% of global marine catch



Certification is making a difference



- Tremendous uptake among fisheries to work towards MSC certification: ~ 50% of fisheries that has done a Pre assessment is not in Full assessment (yet)
- Delivers change on/in the water change: e.g. reduced by-catch, reduced impact on seabed, stock rebuilding, better research, better CDS.
- Net Benefits: www.msc.org a first anecdotal impact evaluation....mid 2011 more to follow!

Product Integrity Assurance

1. Auditing and Certification
2. Trace-back program
3. DNA testing
4. Logo use control

1: Auditing and Certification

- Capacity of fishery and management to ensure good reporting, no mixing, assessed during fisheries assessments; reported in fisheries reports.
- MSC Chain of Custody Assessment:

  - MSC fish must be kept separate from non-MSC fish.
  - MSC fish must be clearly identifiable.
  - All incoming and outgoing MSC fish (purchase-waste-sale) must be recorded, conversions tested and recorded.
  - Taking measures to ensure that the MSC eco-label can only be placed on MSC fish.
  - Mass Balance performed by CB.

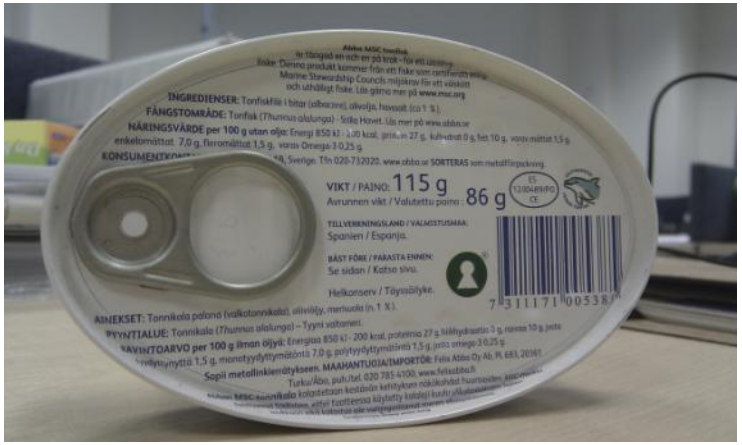
1: Auditing and Certification

- Certificate validity: 3 years.
- Audit every 6 to 18 months.
- Scheduled and unannounced audits
- Suspension and withdrawal: ~ 20-25, current on website

2: Trace-back Program

- Project initiated in 2008
- 39 products from 10 countries traced back
- Specific requirements published (TAB D025)
  - Set power of MSC on collecting documents
  - Determines involvement of CBs where needed

2: Trace-back Program



MSC requirements
-CoC code
-MSC website

EU Legal requirements
-EU number
-Brand owner address and contact details
-BB date
-Batch number
-Country of origin

2: Trace-back Program

- Through MSC website, we can
  - Find name of company packing finished products
  - Check validity of certificates
  - Check validity of scopes
  - Find contact details
- Through MSC internal database
  - List of suppliers
  - Audit information

www.msc.org/ where-to-buy/find-a-supplier

SUPPLIER NAME

Back to search result | Print Page

Conservas Isabel de Galicia S.L

CONTACT DETAILS

Street	Virgen de las Mareas S/n, O'Grove-Pontevedra
Town	
State / Zip	
Country	Spain
Contact	Héctor Fernández
Phone	00 34 6779 83252
Fax	
E-mail	hector@isabel.net
Web	

SALES CONTACT

Name	Héctor Fernández
Phone	00 34 6779 83252
Fax	
E-mail	hector@isabel.net

Certificate Code	MEP-C-053
Certificate valid from	10 September 2007
Certificate expires	05 August 2013

SCOPE INFORMATION

Species	Fishery	Product form	Storage	Presentation	Activity
Tuna (albacore)	American Albacore Fishing Association Pacific albacore tuna - south	Steaks	Dry Goods Frozen	Can	Processing Storage Trading Fish (Buying/Selling)
	American Albacore Fishing Association Pacific albacore tuna - north	Steaks	Dry Goods Frozen	Can	Processing Storage Trading Fish (Buying/Selling)

Supplier Directory powered by ECERT

TOP

2: Trace-back Program

- Collecting records
  - Production records

Resultados palets cargados

Cod. Prod.	Descripción	Lote	Cantidad	Orden de Carga	Cliente	Fecha Carga	Matr. Palet
0102490500	BAO OL-120 LIT. AF. MEP -C-053 ABBA/12	L09012A	256	71021568	ABBA SEAFOOD AB	2009-01-20 15:28:00	273052
0102490500	BAO OL-120 LIT. AF. MEP -C-053 ABBA/12	L09012A	448	71021568	ABBA SEAFOOD AB	2009-01-20 15:27:47	272650
0102490500	BAO OL-120 LIT. AF. MEP -C-053 ABBA/12	L09012A	448	71021568	ABBA SEAFOOD AB	2009-01-20 15:26:57	272688
0102490500	BAO OL-120 LIT. AF. MEP -C-053 ABBA/12	L09012A	448	71021568	ABBA SEAFOOD AB	2009-01-20 15:24:13	272609
0102490500	BAO OL-120 LIT. AF. MEP -C-053 ABBA/12	L09012A	448	71021568	ABBA SEAFOOD AB	2009-01-20 15:23:18	272625
	Cantidad de Cajas:		2048				

Product batch number

Conservas Isabel de Galicia S.L .

Departamento de Calidad

Autocontroles realizados por el departamento de calidad para la aprobación del producto descrito a continuación:

DATOS DEL PRODUCTO

Fecha de producción:	2009
Lote:	L-09-012
Producto:	Bonito del Norte en aceite de oliva
Marca:	Abba
Pescado:	*Thunnus alalunga*
Partida:	4.560
Lote del pescado:	SALIC_68872
Sal (%ClNa):	0,33

End product lot number

Tuna batch

Internal record linking to incoming material

2: Trace-back Program

– Records of Incoming material

isge 17

CONSERVAS ISABEL DE GALICIA S.L. O GROVE

RECEPCIÓN PESCADO MSC

MEP-C-053

ESPECIE:	Bonito del Norte	RECEPCIÓN:	07/01/2009
PROVEEDOR:	American Albacore Fishing Association		
ID TRANSPORTE:	HLXU-8709205	CÓDIGO MSC:	MML-FC-014
Nº PRECINTO:	085088	ESTIBA:	A granel (4 palets)
LOTE:	SALIC_68872	PROCEDENCIA:	Los Ángeles

VERIFICACIÓN DATOS: SÍ [X] NO [ ]

ALMACEN	CONSERVAS ISABEL DE GALICIA S.L.		
FRIGORÍFICO:	1	Nº CAJONES:	26
CÁMARA:	1	Nº PALETS:	4
Kg DECLARADOS:	24.279	Kg RECEPCIONADOS:	24.180

MEP-C-053

PESCADO:	BONITO DEL NORTE
PROVEEDOR:	AMERICAN ALBACORE FISHING
CONTENEDOR:	HLXU-8709205
RECEPCIÓN:	07/01/2009
MSC CERTIFIED:	MML-FC-014

2: Trace-back Program

– Packing list received from supplier

PACKING LIST
November 12, 2008

[redacted]

L/C DOCUMENT# 3483656001000541

MSC# MML-FC-014 MSC Code

BOOKING# 18464722

CONTAINER#	SEAL#
HLXU8709205	0113722
GESU9011119	0113724
GESU9112710	0113723

Shows use of a trader

[redacted]

Print Page

CONTACT DETAILS

Street	Polígono Industrial A Tomada, parcelas 11-12
Town	La Coruña
State / Zip	15940
Country	Spain
Contact	Javier Garcia Fernandez
Phone	34981832833
Fax	34981832512
E-mail	jgarcia@salica.es
Web	

SALES CONTACT

Name	Javier Garcia Fernandez
Phone	34981832833
Fax	34981832512
E-mail	jgarcia@salica.es

Certificate Code	C-FCI-0012
Certificate valid from	17 October 2007
Certificate expires	27 October 2013

SCOPE INFORMATION

Species	Fishery	Product form	Storage	Presentation	Activity
Tuna (albacore)	American Albacore Fishing Association Pacific albacore tuna - north	Steaks Whole loins	Chilled (including fresh) Frozen Ambient	Can Individually Quick Frozen Jar	Packing or Repacking Processing Storage Trading Fish (Buying/Selling)

Supplier Directory powered by ECERT

TOP

Trader is CoC certified

2: Trace-back Program

Carrier: Hapag-Lloyd Aktiengesellschaft, Hamburg

Bill of Lading

Multimodal Transport or Port to Port Shipment

Hapag-Lloyd

Shipper:
AMERICAN ALBACORE FISHING
ASSOCIATION
4252 BONITA ROAD, BOX 154
BONITA, CA 91902 U. S. A.

Carrier's Reference: 18464722
B/L-No.: HLCUHOU081104250
Page: 2 / 4

Export References:
08122665
C. H. B. NO: 22435

Consignee (not negotiable unless consigned to order):
TO THE ORDER

Forwarding Agent: F. M. C. NO: 1957
UNIVERSAL FREIGHT FORWARDERS, LTD.
18290A ANDOVER PARK W, SEATTLE
WA 98188 USA

Notify Address (Carrier not responsible for failure to notify; see clause 20 (1) hereof):
SALICA INDUSTRIA ALIMENTARIA S. A.
PG INDUSTRIAL LANDABASO S/N
APARTAD BERMEO, VIZCAYA ESPANA

Consignee's Reference:

Place of Receipt:
LOS ANGELES, CA

Vessel(s): HUMBOLDT EXPRESS
Voyage-No.: 823E

Place of Delivery:
VIGO, SPAIN

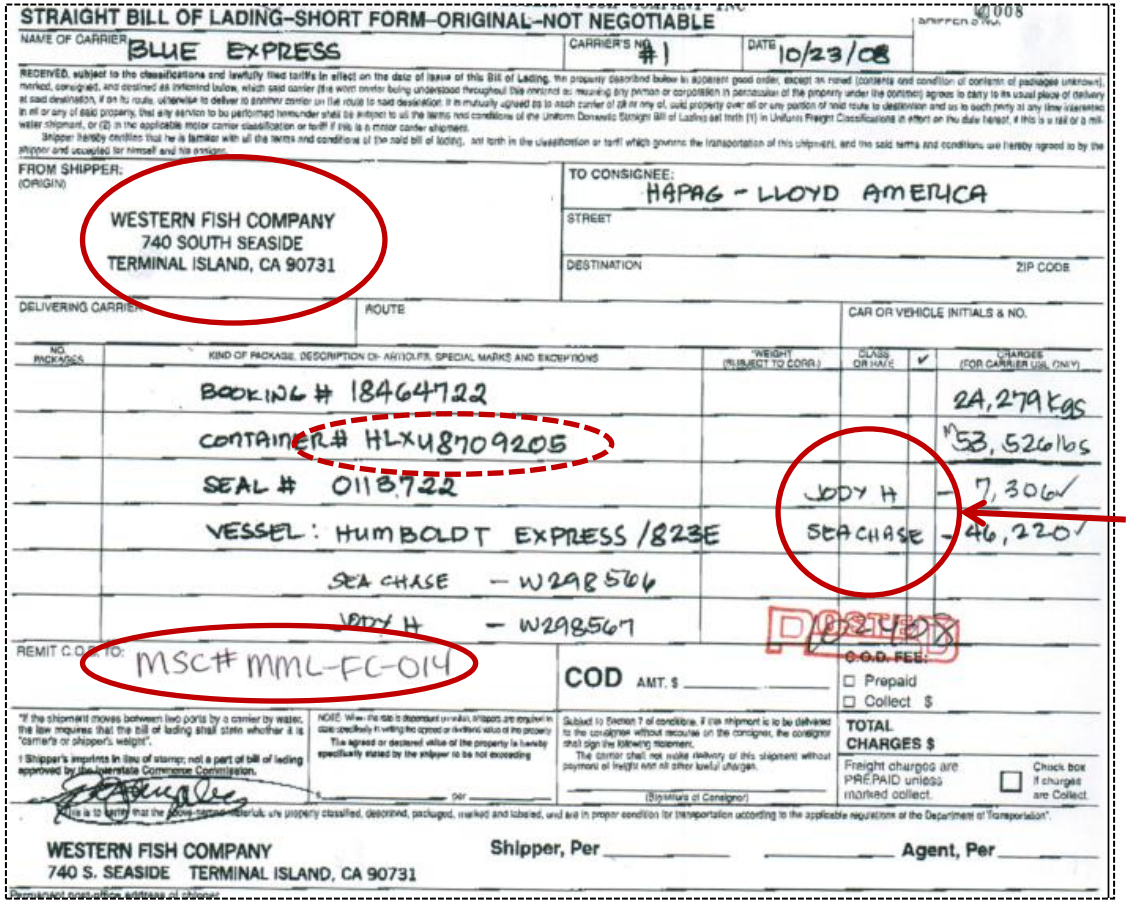
Port of Loading:
LOS ANGELES, CA

Port of Discharge:
VIGO, SPAIN

Container Nos., Seal Nos.; Marks and Nos.	Number and Kind of Packages Description of Goods	Gross Weight:	Measurement:
AES-ITN: X20081029032650			
	3 CNTRS 3 BULK FROZEN WHOLE ALBACORE TUNA, STOWED AT MINUS (-20 DEGREE CEL) VENT CLOSED L/C NO 3483656001000541 BANCO ESPANOL DE CREDITO S. C. E. TOTAL WEIGHT: 71104 KGS, 71.104 MT MSC#MML-FC-014	71104 KG	
HLXU 8709205 40' RT SLAC*: 1 BULK LOAD OF SEAL: 0113722 FROZEN WHOLE ALBACORE TUNA		24279 KG	
GESU 9011119 40' RT SLAC*: 1 BULK LOAD OF SEAL: 0113724 FROZEN WHOLE ALBACORE TUNA		23853 KG	
GESU 9112710 40' RT SLAC*: 1 BULK LOAD OF SEAL: 0113723 FROZEN WHOLE ALBACORE TUNA		22972 KG	

Document received from both companies:
-Isabel
-American Albacore Association

2: Trace-back Program



STRAIGHT BILL OF LADING–SHORT FORM–ORIGINAL–NOT NEGOTIABLE

NAME OF CARRIER: BLUE EXPRESS | CARRIER'S NO. #1 | DATE 10/23/08

FROM SHIPPER: (ORIGIN)
WESTERN FISH COMPANY
740 SOUTH SEASIDE
TERMINAL ISLAND, CA 90731

TO CONSIGNEE: HAPAG - LLOYD AMERICA
STREET
DESTINATION | ZIP CODE

DELIVERING CARRIER | ROUTE | CAR OR VEHICLE INITIALS & NO.

NO. PACKAGES	KIND OF PACKAGE, DESCRIPTION OF ARTICLES, SPECIAL MARKS AND EXCEPTIONS	WEIGHT (SUBJECT TO CORR.)	CLASS OR RATE	✓	CHARGES (FOR CARRIER USE ONLY)
	BOOKING # 18464722				24,279 kgs
	CONTAINER# HLXU8709205				53,526 lbs
	SEAL # 0118722		JODY H		7,306
	VESSEL: HUMBOLDT EXPRESS /823E		SEACHASE		46,220
	SEA CHASE – W298566				
	JODY H – W298567				

REMIT C.O.D. TO: MSC# MML-FC-014

COD AMT. $

C.O.D. FEE: ☐ Prepaid ☐ Collect $

TOTAL CHARGES $

Freight charges are PREPAID unless marked collect. ☐ Check box if charges are Collect.

"If the shipment moves between two ports by a carrier by water, the law requires that the bill of lading shall state whether it is "carrier's or shipper's weight".

† Shipper's imprints in lieu of stamp; not a part of bill of lading approved by the Interstate Commerce Commission.

(Signature of Consignor)

This is to certify that the above-named materials are properly classified, described, packaged, marked and labeled, and are in proper condition for transportation according to the applicable regulations of the Department of Transportation.

WESTERN FISH COMPANY
740 S. SEASIDE TERMINAL ISLAND, CA 90731

Shipper, Per _____ Agent, Per _____

Bill of lading mentioning primary producer: Western fish

Fishing vessels are mentioned

2: Trace-back Program

SCOPE INFORMATION

Species	Fishery	Product form	Storage	Presentation	Activity
Tuna (albacore)	American Albacore Fishing Association Pacific albacore tuna - north	Gutted Headed & Gutted Whole	Chilled (including fresh) Frozen	Boxed Individually Quick Frozen	Packing or Repacking Storage Trading Fish (Buying/Selling)

GROUP SITES

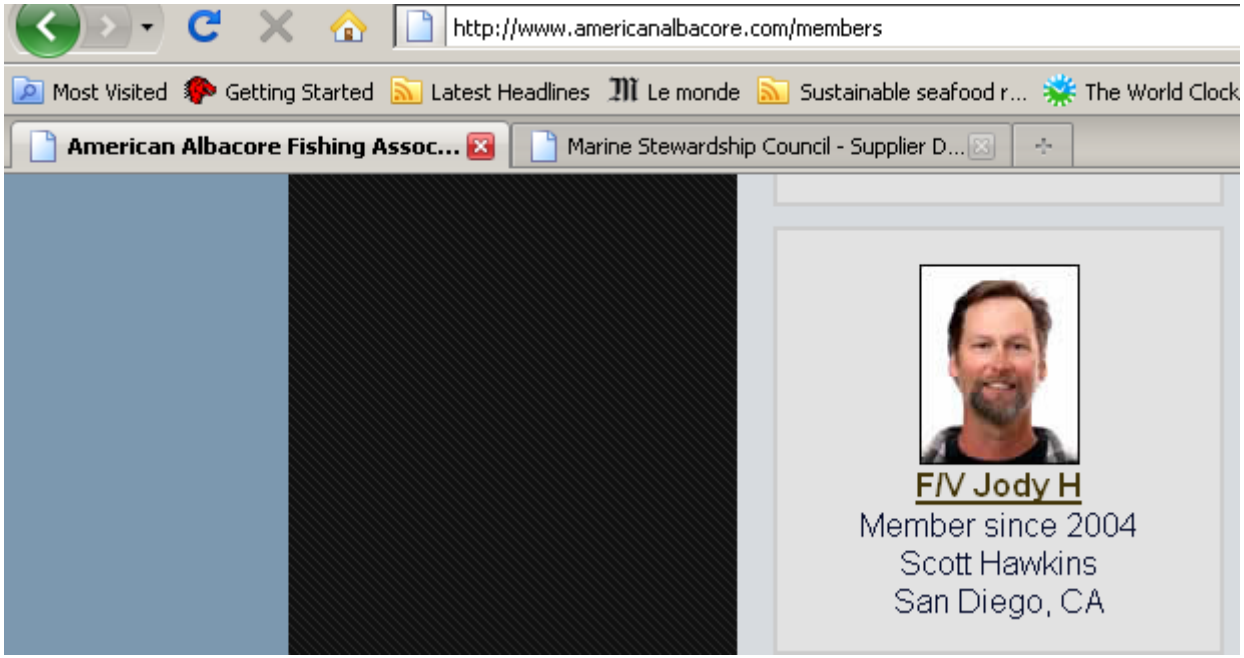
Certificate code	Name	Address	Member status	Group member since
SF-C-1165-18	Caito Crescent City	PO Box 1370, 95437 Crescent City, California	Valid	28/06/2010
SF-C-1165-19	Caito Eureka	PO Box 1370, 95437 Eureka, California	Valid	28/06/2010
SF-C-1165-17	Caito Fort Bragg	PO Box 1370, 95437 Fort Bragg, California	Valid	28/06/2010
SF-C-1165-20	Caito San Franscisco	PO Box 1370, 95437 San Franscisco, California	Valid	28/06/2010
SF-C-1165-15	Coos Bay Trawlers Marketing	63569 Boat Basin Rd, 97420 Charleston, Oregon	Valid	28/06/2009
SF-C-1165-11	Deep Water Seafoods	611 Commercial St., 97118 Garibaldi, Oregon	Valid	28/06/2008
SF-C-1165-12	Driscolls Wharf	4918 North Harbor Dr. #203, 92106 San Diego, California	Valid	28/06/2008
SF-C-1165-21	Tokeland Fish & Oyster	63489 Kingfisher Dr, 97420 Charleston, Oregon	Valid	28/06/2010
SF-C-1165-16	Trident Seafoods	623 SW Bay Blvd, 97365 Newport, Oregon	Valid	28/06/2009
SF-C-1165-14	Westbay Marketing	49 Pier 2, Port of Astoria, 97103 Astoria, Oregon	Valid	28/06/2009
SF-C-1165-06	Western Fish Co.	740 S Seaside, 90731 Terminal Island, California	Valid	01/09/2007
SF-C-1165-01	Westport Seafood	609 Neddie Rose Way, 98595 Westport, Washington	Valid	01/09/2007

Western fish

2: Trace-back Program

Client group	AAFA member vessels and vessels recognised by AAFA. Any vessels joining the unit of certification must recognise any requirements of MSC certification applied to AAFA vessels

MSC website – Fishery certification report



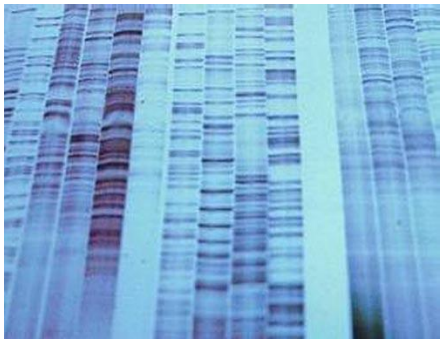
American Albacore Association website

2: Trace-back Program

Problems encountered? YES, but eventually all trace-backs up to 'certification unit' was possible

- Takes time to obtain information.
- Dependence on single individuals.
- CBs initially not involved, now they are!
- MSC improved requirements since 2008
    - Based on findings → Ongoing work

3: DNA Testing



- Project initiated in 2008
- 6 species targeted
- 240 (+ 360 in 2011) samples analysed
- No detected fraud on 100% of samples
- Served as extra assurance tool to evaluate if mixing between species occurs

1-2-3: Ongoing work

- Continuously improve CoC requirements:
  - Ensure proper application of CoC requirements
  - Provide CBs with tool to assess traceability effectively
    - Benchmarking.
  - Explore Online tracking,
  - Improve Accessibility (OLA)

- Increase use MSC trace-back as a tool to investigate misuse or suspicion.
- Rationalise the selection of samples (risk assessment)
- Increase nr of species for DNA testing
- Increase involvement of CBs

4: Controlled use of Eco-label

4: Controlled use of Eco-label

- The MSC eco-label and claim are registered trademarks, and the use of the eco-label/claim are therefore governed by rules:
  - An eco-label licensing agreement must be signed.
  - Rules governing the size, colour, additions, positioning, name of product...

- Each product/medium using the eco-label/claim, requires the prior approval of MSC International.
  - Product approval forms.
  - Records checked and administered in central database.
  - Charges are made for its usage.

Wrap up and What's Next?

- Strong growth, anticipated to stay this way.
- Different tools working together to assure labelled product integrity.

- More stakeholder engagement, participation possible!
- Marketing and communication possibilities for partners.

Thank you! Questions?

www.msc.org

Camiel.Derichs@msc.org

Consumer Recognition

- 42% Netherlands
- 36% Germany
- 23% USA
- 22% Canada
- 18% United Kingdom
- 16% Japan

“Do you recognise this logo?”